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★ MAY 1 1935 ★

Zant's
Blue Ribbon
DAHLIAS

1935



The Rose Covered Entrance to Zant's Wildwood Gardens

Visitors Welcome

We are located on State Trunk Line M-21, a half mile East of Grand Rapids. This is a concrete highway which runs from Grand Rapids to Flint and Port Huron.

THREE ACRES OF DAHLIAS

Look for the Sign of

**ZANT'S
Blue Ribbon
DAHLIAS**

Member

AMERICAN DAHLIA SOCIETY
DAHLIA SOCIETY OF MICHIGAN
CENTRAL STATES DAHLIA SOCIETY



**Zant's
WILDWOOD GARDENS**

Dahlias Exclusively

JOHN J. ZANT, Owner and Manager

2160 East Fulton Road, Grand Rapids, Mich.



JOHN J. ZANT

Owner and Manager

ZANT'S WILDWOOD GARDENS

Landscape Architect and Grower

Graduate

American School of Landscape Architecture
and Gardening

***1935 — Our 20th Year Growing
Blue Ribbon Dahlias***

Our Greetings for 1935

Dear Dahlia Friends:

Another season is on us, bringing thoughts of the pleasure in store when we shall see in all their glorious bloom the wonderful New Varieties that made the various Honor Rolls last fall.

Some few may not come up to expectations in all parts of the country — but that only makes the thrill greater when we do succeed.

Yes, another season is here. But our thoughts also go

back to memories of the thousands of marvelous blooms we and scores of visitors had to enjoy from August first until October twelfth, when Jack Frost bade us say good-bye.

The Great Mid-West Dahlia Show held in Grand Rapids' Civic Auditorium last September enabled us to meet personally hundreds of friends and customers whom we only knew through our pleasant relations by mail.

Your many generous orders made 1934 by far the largest we have ever enjoyed. Your friendly letters telling how pleased you were with the husky roots and plants, and with our fine method of packing were encouraging. And then, in the fall, when the snapshots and photos of your gardens arrived accompanied by your enthusiastic letters — our season was full indeed. It was most gratifying to receive your letters telling of the successes achieved, the prizes you won, and giving all credit to Zant's stock — they are an inspiration for us to continue our constant endeavor to maintain Zant's reputation of sending out only Quality Roots and Plants.

We had over ten thousand visitors at our gardens in September. They came from Montreal, Canada, to San Marcos, Texas, and from North Carolina to California. And all agreed they had never seen such a marvelous sight. As Mr. Eldredge of the Mid-West Dahlia News described it, "An Enormous Sunken Garden of Three Acres, containing the World's Best in Dahlias."

We wish it were possible for all our dahlia friends to see our gardens in bloom in the fall, or to visit our modern storage cellar in the spring and see for themselves the wonderful quality of our roots or peek into our cool greenhouse at the husky green plants — there would be no question about where you would place your order. So if you are planning a vacation trip this fall, be sure and take in Michigan, the Nation's Playground, and Wildwood Gardens, the Home of ZANT'S Blue Ribbon Dahlias.



ZANT'S
WILDWOOD GARDENS
Dahlias Exclusively
GRAND RAPIDS, MICH.

OUR DAHLIAS ARE RATED

These ratings are based on the results obtained in our own gardens. Some of the newer varieties will score higher in another year as they become acclimated to our climate and soil. We very seldom condemn a new variety if it does not come up to expectations the first year, but try it again, and then if it does not score at least 80 under our system we discard it. Many of the Roll of Honor Varieties and other highly advertised varieties, originated on the eastern and western coasts, have not been a success in the hot dry summer heat we have in the mid-western and southern states. That is why we have fought so hard for a Trial Garden at East Lansing, Michigan, so the originators can send them there for trial before the Michigan Growers buy them. This trial garden is under the direction of the American Dahlia Society, the same as the one at Storrs, Conn., and we are sure it will prove to be the greatest benefit to all Dahlia Lovers in the Central States.

We score varieties for husky growth, the ability to withstand insect pests by their strong growth, good stems, the bloom to be carried well and of good size for cut flowers especially, and the ability to continue to grow large perfect blooms until killed by frost.

Your best investment will be those varieties that we score at least 85.

You will note a change in our description of varieties. We have added to our Rating the size leaf, and the average height of the bush as grown under ordinary field culture, only watering when necessary but constantly spraying to keep the bushes clean and thrifty. Most backyard gardeners will get much taller growth, we believe, on account of the individual attention given to smaller plantings. In varieties where foliage is large and coarse we find the insects do not bother much; medium leaf is not objectionable; but we steer clear of the small leaf varieties. Varieties are marked thus: LL. (Large Leaf); ML. (Medium Leaf); SL. (Small Leaf).

An extract from the article appearing in "The Dahlia," the official bulletin of the Central States Dahlia Society, for December, 1934, entitled

SCOUTING THE DAHLIA PATCHES

By J. Louis Roberts

Nationally Known Dahlia Judge

President, Central Dahlia Society

Vice-President, American Dahlia Society

. . . Leaving the trial grounds we then went on to Grand Rapids and stopped at Zant's Wildwood Gardens. It would be a treat for any dahlia fan to see the blooms at this place, especially if you stood at the bottom of the garden, and looked up the inclined planting at the mass of large flowers that were in bloom. We noted that Hillcrest Sunset, apricot color, and Monmouth Queen, a yellow, looked real good. Also Kemp's No. 32, a dark purple, which I understand is now named "Daddy Kemp," and a No. 14 seedling looked good.

1934 Roll of Honor and Late Introductions *The Cream of the Dahlia World*



BLACK KNIGHT

BLACK KNIGHT, I. D. (88), LL., 7 ft.

(Kemp's No. 7W.) Another seedling of Kemp's we had on trial, it grew to over 6 ft. tall with exceptional stems. In color a rich velvety maroon, but not dull. Flowers of great size held high above the foliage on thick stiff stems. You will like this one.

Plants \$3.75 Roots \$7.50

CAMEO QUEEN, F. D.

(Burkard) 1935. A dream in colors, cameo shades with rich deep peach shadings, 8-10-in. blooms. A border line dahlia that you will admire. Great foliage and great growing habits.

Plants Only \$5.00

CAVALCADE, F. D. (90), LL.

(Groll) A formal decorative of the Jersey Beauty type, size of bloom 7 to 9 inches, height of bush, 5 to 6 ft. The best stemmed variety ever grown in our gardens. Leathery foliage. The color is a beautiful shade of old rose or mulberry pink. Every flower comes perfect, facing you. A free bloomer. Without question the best commercial variety introduced since Jersey Beauty and what a keeper. We took a trip last August through southern Michigan, Ohio, Indiana and West Virginia and carried a bloom from Thursday morning until Sunday morning with stem wrapped in wet moss and wax paper and left it at the Golden Rule farm in Lebanon, Ohio, on Sunday noon in fair condition. 1500 miles on the road in an air-tight florist box. Hard to believe I know, but the truth.

Plants Only \$5.00

C. E. WILDON, F. D.

(Burkard) 1934. A formal decorative that is a delight in any garden. A fine cut flower, named in honor of and with the permission of the able secretary of the Michigan Dahlia Society and founder of the Lansing Trial Grounds. A rich rose with bronze center and highlights, great long strong stems, a 1934 introduction that has met with great favor. First prize winner at Mid West show. 8-10 in.

Plants Only \$2.50

CITY OF CLEVELAND, I. D.

Originated by Mr. Walter Bissell of Hillside Farms. Certificate winner at Storr's trial grounds, 1933, and on two Honor Rolls for 1935. Looked great at the Mid West show after a journey of 400 miles. It's a bright scarlet splashed with gold, insect-proof and a prolific bloomer.

Plants Only \$5.00



DADDY KEMP

DADDY KEMP, I. D. (88), LL., 4 ft.

(No. 3-32) Another Roll of Honor variety and a sensation in our garden where we had it on trial. It certainly made good with us and our visitors. Color, a rich purplish red of immense size, 14 inches and over, and 5 to 7 inches in depth. A prolific bloomer. Grow 3 to 4 stalks to assure good stems.

Plants \$5.00 Roots \$10.00

DAISY TURNQUIST, I. D.

A dahlia you will be proud to show your friends. A winner in the northwest, scored 85 at Storr's. Color, a rich rose-pink to salmon-orange. Blooms face out and petals curl and twist. Fine stems make it a truly desirable dahlia.

Plants Only \$3.50

GRACE O'NEIL, M. C.

(1935) First ribbon winner at Mid West show, a fine free bloomer on best of stems, fine shade of pink with silver tips, a sensation wherever shown. One plant of this is a whole garden.

Plants Only \$1.00

HILLCREST NUGGET, I. D., LL., 6 ft.

Won the achievement medal in the West Virginia '33 show. Color, nugget-bronze with troubadour red reverse. A real nugget of gold. Enormous blooms and stems that are perfect. A vigorous grower and the best performer this year at the East Lansing trial grounds. On Hart's Honor Roll, 1935.

Plants Only \$5.00

HONOR BRIGHT, F. D., LL.

Certified at Storr's, 1933. Large flower of peach-red to light red, late in the season running to deep orange. Stems are extra long and the bushes produce lots of bloom. Lasts well when cut.

Plants Only \$3.00

KAY FRANCIS, S. C.

Honor Roll, 1934. Named in honor of the movie star. Color, light lemon-yellow, never burns or fades, always bearing perfect flowers. A sensation at the shows last fall, winning eleven first prizes. Can be grown with 5-ft. stems, insect-proof foliage. Cordes' best origination since his sensational Amelia Earhart.

Plants Only \$5.00

SHALIMAR, I. D.

Originated by Mr. Burkard of Port Huron. It's the great poinsettia red everyone has been waiting for. A sensation at the State show in Detroit, 1933, and at our Mid West show in Grand Rapids, 1934. Blooms are extra large on long, strong stems and it does not fade in the garden.

Plants Only \$5.00

WENOKA, F. D. (88), LL.

This variety was a sensation in the trial gardens at East Lansing and is one of the greatest dahlias I've ever seen. It is also one of my favorite colors, an improved Orinda, same exceptional stems carrying the great blooms way above the foliage. On two 1934 Honor Rolls.

Plants Only \$10.00

We will have a few plants to spare of these 1934 Honor Roll varieties at the originators' prices: Mrs. Geo. Le Boutillier, Rockley Moon, Adirondack Sunset, California Idol, Edith A. Lehman, America's Sweetheart, and a few others.

Mr. D. O. Eldredge, editor of the Mid-West Dahlia News, visited the Dahlia Gardens in the Grand Rapids vicinity after attending the two-day Mid-West Show held in Grand Rapids. This is his report as written in the November issue:

"Zant's Wildwood Gardens, containing three acres, all under electric light and water lines, has the appearance of an enormous sunken garden. Thousands of persons visit this garden annually and it is claimed to be Michigan's finest dahlia garden. No chance to find fault with the appearance of plants here. Monmouth Queen, a light yellow decorative, stood out in this garden. A large American Beauty colored variety, labeled 3-32, which is a Kemp seedling, appears to have the 'goods.' Ida Elizabeth, a yellow seedling of Parker-Hume, looked good, as did Edward Rindfleisch and Mardi Gras. Mr. Zant was ill, so did not have an opportunity for a desired chat."

Note: No. 3-32 is Daddy Kemp on Hart's 1934 Honor Roll.

THE PICTURE ON THE COVER

Do you like the picture on the cover? We have a few 8 x 10 photos of Miss Belgium and also of Lord of Autumn, beautifully painted in water colors, ready for framing. Your choice of either for \$2.50 each postpaid.

Extra Special — FREE PICTURE

Your choice of these two pictures in colors FREE with an order amounting to \$25.00 or more. This is in addition to the 20% extra in Roots and Plants. See page 31.

IMPORTED DAHLIAS

A year ago we imported a number of foreign dahlias, mostly Cactus. The roots arrived too late to propagate them so we only had a root of each, but they attracted the attention of all visitors. We thought so much of one variety, Miss Belgium, that we decided to use it in the actual color on our 1935 catalog cover. We love it and know you will also. Try it in your own garden. The smaller blooms are growing more popular every year, wonderful cut flowers and keep for days.

BEFREIUNG, I. C.

Giant brick red on the best of stems. Very distinctive.

Plants Only \$1.00

DOKOUPIL'S JUBILEE, I. D.

A large bloom, pink and yellow, center rose. Extra good stems.

Plants Only \$1.00

ENTOVA, I. C.

A beautiful salmon-pink shading lighter to edge of petals. Good stems.

Plants Only \$1.00

FIRE OPAL, I. C.

A bright red shading lighter to edge of petals. Another favorite with visitors.

Plants Only \$1.00

FROHLICHE PFALZ, I. C. (88), 5 ft.

A brilliant purple with large white tips, a sensation in our garden and a great favorite with the visitors. Makes a beautiful basket.

Plants Only \$1.00

GRAND SOLEIL D'OR, I. C.

Gold with amber, very large flowers of wonderful beauty, florets broad at base but decidedly pointed semi-cactus, showing amber on reverse. Stems erect, free flowering. Honor Roll, 1934-5.

Plants Only \$1.00

JUGENDPRACHT, I. C.

Flushed pink, creamy yellow center. Beautiful, 5 ft., good stems. A sport of Golden Sonne.

Plants Only \$.50

KISMET, I. C.

Giant velvet-red. Extra fine, good bloomer.

Plants Only \$1.00

MISS BELGIUM, I. C. (90)

My favorite. See color plate on cover. Also a favorite with thousands of visitors, an orange cactus free bloomer, extra good stems. Attracted a lot of attention in our display at the Mid West show, also at the New York show. On Hart's Honor Roll. We took more orders for plants of Miss Belgium in the garden last fall than any other variety so do not delay ordering if you want this winner.

Plants Only \$1.00

OFFENBARUNG, I. C.

Giant flower of great merit. Soft lilac-pink. A wonderful cut flower.

Plants Only \$1.00

PAUL PFITZER, C.

A German novelty that took the New York show by storm in 1933. Shown with Frau O. Bracht or Golden Sonne it makes a basket that can't be beat. A combination of primrose and shell pink. It is a perfectly formed flower and will be classed as a Cactus. Honor Roll, 1933.

Plants Only \$1.00

RIVIERA, I. D.

Rose pink, shading to lighter pink. Free bloomer on good stems.

Plants Only \$1.00

WONNE, I. C.

A lavender-pink, shading to a creamy white center. A beauty.

Plants Only \$1.00

Any Eight Varieties \$5.00 Net

ZANT'S BLUE RIBBON DAHLIAS

Large Flowered Types

ABBREVIATIONS: F.D. — Formal Decorative; I.D. — Informal Decorative; S.C. — Semi Cactus; C — Cactus.

Note: Our Dahlias are Rated.

ACHIEVEMENT, S. C. (85), ML., 5 ft.

Immense gold shaded bronze, magnificent, winner Am. Home Medal. On Roll of Honor.

Roots \$1.00

AIKO, S. C. (85), 3 to 4 ft.

A fine new cactus variety, large and deep, brilliant Carmine, a general favorite but not always reliable.

Plants \$.75 Roots \$1.50

AIR MAIL, I. D. (87), LL., 5 to 6 ft.

An outstanding Northwest prize winner and good keeping cut flower. Blooms large, stems extra long, strong and erect. Color pink, tinted with lavender. A beauty and a great favorite with the visitors. The roots are very small on this variety.

Plants Only \$.75

ALICE STELLICK, I. D. (82), ML., 5 to 6 ft.

A bi-colored dahlia that commands unusual attention by its striking beauty. A bright crimson carmine with a distinct white stripe in the center of each petal; the petals curl and twist, making a very appealing sight. I like New Glory much better.

Roots \$1.00

AMELIA EARHART, S. C. (86), LL., 3½ to 4 ft.

(Cordes) A 1933 introduction that took all by storm. It was and still is one of the largest dahlias in cultivation. We had one plant this year that had six 12-in. blooms at one time. A Semi-Cactus, coral in color. One of the greatest exhibition flowers ever introduced. Our stock is perfect and a lot on the market is not, so watch out for low prices on this variety.

Plants \$2.50 Roots \$5.00

AMERICAN LEGION, I. D. (85), ML., 3½ ft.

A big, artistic, clear yellow on good stems, somewhat similar to Aztec Glory. This variety was a popular winner in 1933.

Plants \$1.00 Roots \$2.00

APRICOT GLOW, I. D. (89), LL., 5 ft.

One of the most beautiful Dahlias we grow. A blended iridescent pink hard to describe. Just imagine a tall bush loaded with 7 to 8 blooms on tall stems and you have it. A wonder.

Plants \$.75 Roots \$1.50

ARCTURUS, F. D. (87), LL., 6 ft.

(Peck) Received Certificate of Merit at Storrs's, 1933. This variety produces a high quality of large flowers. A large scarlet red suffused deep yellow and with yellow reverse. The stems are uniformly good and of proper length. The substance of the flowers is unusual since they outlast most other dahlias, either on the bush or after cutting.

Plants \$3.00 Roots \$6.00

BETTY COLTER, I. D. (87), LL., 3 to 4 ft.

A light salmon red throughout, shading to old rose at the base, of the long rolled petals, the blooms are of good size and form, and are held erect on the best of stems, and attracted plenty of attention in my gardens the past season. An early, free and continuous bloomer. The first to bloom in 1934.

Plants \$1.00 Roots \$2.00

BLUE TRAIN, F. D. (87), LL., 5 to 6 ft.

(Burkard) 1934. A fine shade of blue-purple, on top of the world on great stems. A dahlia that will grow any place and insects let alone. Will carry a great number of 9 to 12-in. blooms. You can't go wrong on this one.

Plants \$1.00 Roots \$2.00

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First
Prize
Winner
in
Our
Garden
Contest
1934

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Submitted by Mr. Chas. Figel, Yorktown, Ind.

In your catalog is a photo of "Bob" looking over his favorite Satan. Well, he is not more enthusiastic about it than I am. The snapshot enclosed is of the Satan Green Plant I got from you last spring and I say it is just a real Dahlia from the ground up. I approve of it without reservation. And what a nice clump! The Goodnight plant is just behind Satan with Jack's Bean Stalk on the left and White Wonder and Orinda on the right background. I was a little bit early to see your garden at its best but I sure enjoyed every minute I spent there.

Chas. Figel.

BUCKEYE BRIDE, F. D. (94), LL., 6 ft.

On Honor Roll for 3 years, wonderful pink, extra long stems, rated 94, our best selling cut flower. We have never been able to grow enough of this variety to take care of our orders.

Plants \$.50 Roots \$1.00

BUCKEYE KING, F. D. (88), LL., 5 ft.

A very large, clear glowing amber-yellow. Stems are long, always good with all flowers facing. The bushes are very vigorous, after the crown flower many laterals are rapidly and simultaneously produced. Disbudding should be thorough to the base of each lateral. The flower is perfect formal type and was the sensation of our fields as well as at all shows. Its long keeping qualities will commend it to the grower of discrimination. Buckeye King is on Mr. Hart's Roll of Honor. Originator's description and it lived up to it in our garden.

Plants \$3.00 Roots \$6.00

CADET, S. C.

One of Ballay's California originations somewhat like the popular Satan in formation but in color a light primrose-yellow, almost cream. A long petaled, graceful flower, long stems on a tall bush. It made good in 1934.

Plants Only \$3.75

CAMEO, I. D. (82), ML., 3 ft.

Mr. Hart said in 1932, "Here my choice would fall if I had to pick out the most unusual and pleasing color among the novelties shown in 1932." A true coral-rose with deep rose-pink reverse. A late bloomer with us.

Plants \$1.00 Roots \$2.00



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Second
Prize
Winner
in
Our
Garden
Contest
1934

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Submitted by Mr. Henry Arp, Williamsburg, Iowa.

I am sending you a snapshot of my Dahlia garden. With myself and granddaughter trying to reach Orinda received from you last spring. The season was very dry and hot here all summer, but by watering I saved them all, about 70 varieties. Orinda was the tallest, 96 inches, with 8-inch blooms. It was the talk of the town. The other varieties I received from you also did fine.

Henry Arp.

CARDINALIS, F. D. (84), M., 4 to 5 ft.

Brilliant cardinal red. Strong upright grower with long, erect stems. Profuse and early bloomer.

Plants \$.50 Roots \$1.00

CARNIVAL, I. D., 5 to 6 ft.

A large, clear yellow bloom with fine red lines the full length of the petal. A novelty that attracted plenty of attention. A 1933 introduction.

Plants Only \$1.25

CHAMPOEG (87), ML., 3 to 4 ft.

The unusual coloring of Champceeg makes it an especially attractive flower. It is a waxy canary yellow at the centre and shades into a salmon pink, which deepens in cool weather. Strong, sturdy stems hold the flowers well above the rough, thick foliage.

Plants \$.50 Roots \$1.00

CITY OF TRENTON (90), LL., 6 to 7 ft.

Bush 6 ft. Popular and still a winner on the exhibition table. In color, it is bright apricot, suffused gold, showing considerable rose on the reverse. The bush grows strong and robust, producing immense blooms on stems 4 ft. long, a sensation in our garden.

Roots \$.50

CLOUDLAND GEM, F. D. (87), LL., 5 ft.

A most unusual beauty. Color a cream white, shading to shell pink, towards the outer petals. Blooms grow to 8 inches and are held erect on long, strong, stiff stems, well above the strong robust growing bush. Attracted plenty of attention at our gardens. If you want a real dahlia, this is the one.

Plants Only \$.50

**CONGRESSMAN WOLVERTON, I. D. (85), ML.,
5 to 6 ft.**

Beautiful shade of salmon pink, on long, stiff stems. An early and continuous bloomer. A clean grower and marvelous keeper when cut.

Roots \$.50

CROYDON, I. D. (83), LL., 4 ft.

The largest pure white, 10 to 12 inch blooms, fine for exhibition. A sturdy bush and a good root maker.

Plants Only \$.75

EAGLE ROCK FANTASY (87), ML., 5 ft.

Another of those Broomall-Success creations that has no equal in the dahlia world for richness of color and so unusual in the dahlia family — light mallow pink, but most every visitor called it orchid, but no orchid was ever more beautiful. It is very large and continues so until frost. Fine stems and dark green foliage. Honor Roll.

Plants \$1.00 Roots \$2.00

EAGLE ROCK PRINCE, F. D. (83), ML., 4 to 5 ft.

Rich and distinctive. Color yellow ocher with back of petals jasper red, giving it a coppery sheen. Fine plants; prolific bloomer, held on good stems. On the Honor Roll.

Plants \$1.00 Roots \$2.00

EAGLE ROCK SUPERBA, I. D. (85), ML., 5 ft.

A light amaranth pink. The originator considers this one to be a better dahlia than Fantasy. It is of the same size and habit, the stems are perfect and hold the gigantic blooms erect. This variety should be planted early.

Plants \$1.00 Roots \$2.00

EDITH EASTBURN SIMON, I. D. (86), ML., 4 to 5 ft.

A dainty blending of pink to white, bush has good growth, long stems and a great favorite with the lady visitors.

Plants \$1.00 Roots \$2.00

EDWARD REINFLEISCH, F. D. (83), LL., 5 ft.

Large flower of vivid scarlet red. A magnificent flower held erect on cane stems. The petals fade a little on the tips at times but it's a real dahlia.

Plants \$1.00 Roots \$2.00

ELEANOR M. RADELL, I. D. (88), LL., 5 ft.

A new color combination; lovely shell pink shading to deep rose at center. It is a fine, clean growing dahlia. Certificate of Merit, Storr's, 1932. Mr. Hart, in his Honor Roll for 1933, says, "It is very beautiful." We need more dahlias in this color class and this is a very welcome addition. A wonderful cut flower.

Plants \$1.00 Roots \$2.00

ELEANOR ROOSEVELT, I. D., SL., 3 ft.

This enormous pure white informal decorative was easily the sensation of the New York show. It is a flower of exquisite beauty despite its size. It won the championship seedling class at the Pennsylvania Horticultural Society's show at Bryn Mawr and in numerous shows throughout Wisconsin and Illinois. It is a most prolific bloomer, has an excellent stem and fine habit of growth. On the 1934 Honor Roll. Named by special permission of Mrs. Franklin D. Roosevelt. This is the originator's description, but it did not do well for us. We are trying it again.

Plants Only \$5.00

ELISSA LANDI, F. D. (85), LL., 5 ft.

One of the 1934 introductions that has proved a great success. It is a formal decorative with a slight wave in the petals. A brilliant coral, fine foliage, good growth, and an exceptionally good keeper. This large, deep flower has been greatly admired and has proved a very valuable addition to the formal decorative class. 1933 Honor Roll.

Plants Only \$2.50

ELIZABETH TUDOR, I. D. (85), LL., 5 ft.

A large, pure white with the faintest trace of lavender when in bud. Blooms measure 8 to 10 in. on strong stems which require some disbudding to show their best. Always covered with blooms. Originated by Parker Hume Dahlia Gardens.

Roots \$1.50

FANNIE SANDT, S. C. (85), ML., 5 ft.

Intense rose pink, large size, faultless grower. One of the most beautiful Cactus varieties, a great favorite with visitors but poor keeping roots.

Plants \$.50 Roots \$1.00

FLOYD GIBBONS (80), ML., 3 ft.

A very beautiful and large fine stemmed red. Brazil red. The plants are freely branching and free flowering. Honor Roll.

Roots \$.75

FORT MONMOUTH, I. D. (85), ML., 5 ft.

One of the giants of the dahlia world, the predominating color of which is a rich crimson maroon shading to bluish violet at the tips. The flowers are well formed and of immense size and are borne facing sideways, on stiff stems well above the foliage.

Roots \$.75

FRAU O. BRACHT, S. C. (83), ML., 3 ft.

A clean cut, straight-petaled flower, of clear light primrose yellow. Has good stems and keeps well when cut. Received A. D. S. Certificate of Merit.

Plants \$.75 Roots \$1.50



**Fred Springer
Red Border Dahlia**

Bordering the stepping-stone path to the main garden. Just a mass of bloom.

FRED SPRINGER, F. D., ML., 2 to 2½ ft.

Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet, with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or as a hedge. Has tomato foliage. We had two rows of 50 plants each bordering the stepping stone path from our back lawn to the garden and it created a sensation when in full bloom. We took orders for several hundred plants from the thousands of visitors last fall. Note the picture.

Plants \$.50 Roots \$.75

FULL MOON, F. D. (82), ML., 3 ft.

The big bold flowers easily measure 12 in. across and are regularly formed of broad flat petals that terminate in a perfectly full artistic center. The color is canary yellow. A consistent winner.

Roots \$1.00

GIRL OF HILLCREST, I. D. (85), LL., 4½ ft.

The flowers are artistic and well formed, the color of which is a bright apricot buff, and also described by others as a Mikado orange. Suffice to say that the blooms are not only large but have great depth and that they are held high aloft. The strong bush which is not only an early but also a very prolific bloomer. This dahlia has won many prizes and will continue to do so for some time to come. We won first prize with the best 25 blooms of this variety at State Show in Detroit, 1933.

Plants \$.50 Roots \$1.00

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*Maurice,
Our
Foreman,
Admiring
Kemp's
Golden
Heart.*

●



GOLDEN HEART, F. D. (88), LL., 6 ft.

The purest Golden Yellow dahlia we have ever seen, and withal the most beautiful. Blooms very large, many attaining to 12 inches across, and 5 inches and over in depth, and are held high above the foliage on good stems. The plants attain a height of 7 ft., are many branched from the ground up, thus making it possible to cut the large bloom with stalks 4 to 6 feet in length. A most prolific bloomer, and bountiful tuber maker. This dahlia is a Gem of unusual merit. Don't fail to include it in your order.

Plants \$1.50 Roots \$3.00

GOLDEN ECLIPSE, F. D. (85), LL., 6 ft.

A clear, golden yellow with salmon and flesh shadings at the center. First won as the best formal decorative in the seedling class in New York in 1932. Certified at Storr's, 1933, and a tall, vigorous grower with fine, long stems. Its remarkable keeping qualities assure its popularity as a commercial as well as an exhibition dahlia.

Plants \$2.50 Roots \$5.00

GOLDEN GOBLIN, F. D. (84), LL., 3 to 4 ft.

Brilliant rich old gold. Large beautiful blooms on unusually long stems. A sturdy, vigorous bloomer.

Roots \$.75

GOLDEN SONNE, S. C. (87), ML., 3½ ft.

A new European variety of great merit. Yellow with tints of jasper red. It is large, free flowering and with perfect stem, extra long. A coming variety for the cut flower market.

Plants Only \$.50

GOODNIGHT, I. D. (82), ML., 3 to 4 ft.

We have grown many fine dark colored dahlias, but we find in this variety a monster in size and the rich color of ox-blood red shaded maroon, is the greatest attraction in the garden and in the show-room. One of the outstanding dahlias at the National Flower Show at Atlantic City, winning first prize for first basket. A sure winner.

Plants \$.50 Roots \$1.00

GRAF ZEPPELIN, F. D. (83), ML., 5 ft.

Large pure white. Blooms of perfect form held high above the foliage. Strongly recommended as one of the best whites.

Plants \$.50 Roots \$.75

GRANDEE, I. D., ML., 3 ft.

Light nopal red shaded orange yellow. Winner of the 1933 American Home Achievement Medal at San Francisco and Largest Flower at the California Flower Festival. Beautiful coloring, good formation, first class stem are all present in this new dahlia. On the Honor Roll, of course. Originator's description. We were disappointed in this variety. Stems were short and flowers faced up, but it must have been good in California to win those awards.

Plants \$5.00 Roots \$10.00

GREAT HARBOR, I. D. (85), LL., 5 to 5½ ft.

In this dahlia we have a striking color — a rich carmine red, and its name indicates it, very large and tremendously prolific bloomer from early until late in the season. The flowers which are bold, are held erect on the best and strongest of stems, well above the plant which is very robust as well as widespreading in habit of growth. Will win anywhere.

Plants \$.75 Roots \$1.50

HILLCREST BIG BOY, F. D. (86), LL., 4 ft.

Huge is the word for this monster bloom. The color is a perfect blending of fall shades, medium bush, extra long stems, a favorite with many visitors.

Plants \$1.00 Roots \$2.00

HILLCREST FLUFFY RUFFLES, I. D. (85), LL., 4 ft.

The color is a soft apricot, beautiful and rare. The blooms are extra large and the petals are fluffed and curled. A profuse bloomer on a medium size bush. Insects do not seem to bother it.

Plants \$2.50 Roots \$5.00

HILLCREST MANDARIN, I. D. (89), LL., 5 to 6 ft.

(Scott). A flashy big flower, brilliant oriental scarlet and golden yellow, one of the brightest color combinations I have ever seen in a Dahlia. The plant is a thrifty grower and a free bloomer. We picked 27 blooms the night we had our killing frost that measured over 12 in. across and on 3-ft. stems and they kept in good condition for two weeks in our storage cellar.

Plants \$1.50 Roots \$3.00

HILLCREST ROYALIST, I. D. (82), LL., 5 to 6 ft.

Large flowers of great beauty in a deep purplish red color, grown on the sturdiest of stems. Plants of luxuriant growth. This variety came single early in the season in our garden and Dr. Scott, the originator, told us it was not uncommon for this variety.

Plants \$1.00 Roots \$2.00

HILLCREST SUNSET, I. D. (88), 6 ft.

Here is a dahlia we would like every dahlia fan to grow. A row of these was the bright spot in our exhibition garden in 1934. The giant blooms are held erect on stiff 3-ft. stems way above the healthy, insect-proof foliage. Color — a beautiful blending of sunset shades — unusually attractive. A profuse bloomer and good keeper. If you want a real dahlia, this is it.

Plants \$1.00 Roots \$2.00

HILLCREST SWISS ROSE, I. D. (85), LL., 4 ft.

Another Hillside gem, the color of the old Swiss Rose. Blooms are extra large on stems up to 3 foot. A strong, healthy insect-proof bush.

Plants \$.50 Roots \$1.00

**Third
Prize
in
Our
Garden
Contest
1934**

●
*If this
Picture
Had Been
Taken in
the Garden
the Judges
Would
Have
Given a
Higher
Award.*



Girl of Hillcrest at Dining Room Window

Submitted by

Mrs. A. C. Ronning, Minneapolis, Minn.

The dahlia roots and plants ordered from you last spring arrived O.K. They were FINE plants . . . You should see Satan right now — it has 7 blooms, 12" diameter, and is 8 ft. tall. Nobody around here has ever seen such a dahlia plant. People come from all around to take pictures of it. Girl of Hillcrest is also very good. They sure are "top notchers." We received Sweepstakes Trophy in the amateur class at Minnesota Dahlia Show and Trophy for 10 best blooms.

Mrs. A. C. Ronning.

IDA ELIZABETH, I. D. (86), LL., 5 to 6 ft.

An extra fine origination of Parker Hume Dahlia Gardens. A wonderful clear yellow bloom on a strong growing bush. Long stiff stems that carry the great blooms way above the coarse foliage. It looked especially good to Mr. Eldredge, editor of the Mid West Dahlia News, on a visit to our gardens the week of the dahlia show. A great propagator and root maker.

Plants \$.75 Roots \$1.50

IMPERIAL PINK, I. D. (90), LL., 5 to 6 ft.

Color a true pink with primrose shadings and rose pink center. The blooms are graceful and artistic of good size and depth, held erect on the best of long stiff and cane-like stems. A gorgeous and imposing dahlia that is a strong, vigorous grower and a prize winner and should be in every garden. A late bloomer, plant early.

Plants Only \$.50

INDIANA MOON, I. D. (89), LL., 6 to 7 ft.

Color is flesh ocher with faint lines of spinel pink running through some of the petals. 12-in. blooms on 3-ft. stems are easy to obtain on a 6-ft. bush. This was one of the outstanding varieties in our garden and was an attraction to every visitor and grower. Every bush had 5 and 6 mammoth blooms out at all times and it is insect-proof. Don't be without it.

Plants \$.50 Roots \$1.00



A Partial Glimpse of Our Three Acres in Bloom, Fall 1934

ZANT'S WILDWOOD GARDENS, Grand Rapids, Michigan

Michigan's Finest Dahlia Farm. One of the most modern plants in the country for producing the Highest Grade of Roots and Plants. This view shows our root storage building with office above, as well as Propagating and Growing Houses. Visitors always welcome.

OUR MODERN PLANT

Has these exclusive features: A 25 by 75 foot Foley Greenhouse, where the plants are grown cool, making short stocky plants that we can ship anywhere in the United States and guarantee safe delivery. We also have a separate Propagating House, 10 by 25 feet, equipped with electrically heated benches for rooting the cuttings. These are controlled by electric thermostats. The plants are

hardened off before shipping—and we shipped them safely to 32 states in 1934.

THREE ACRES EXHIBITION GARDENS

Zant's Exhibition Gardens consist of three acres of the finest Dahlia soil in Michigan for growing Monster blooms and producing roots that will satisfy anywhere in the world.

JAMES KIRBY, I. D. (82), ML., 4 ft.

(Badetty). Winner as Best 1932 Introduction, ten blooms on long stems at New York, also as Best Red in the Open-to-All Section in Rockville Centre. The color is a bright, rich cardinal red on well-formed, deep flowers, with extra good stems and foliage.

Plants \$1.00 Roots \$2.00

JANE COWL, I. D. (88), LL., 5 to 6 ft.

Bloom 10 x 6. This wonderful dahlia has been a success wherever grown. Color, a warm buff and old gold, blending to apricot and rose at the center. Bush growth is ideal with strong stems holding the giant flowers upright. A dahlia that is sure to please you, for it is large and impressive. It is still winning prizes everywhere and is one of our three best selling cut flowers.

Plants \$.50 Roots \$.50

JANE DEW, I. D. (85)

A true clear pink that ranks with the best; an abundance of large flowers. On the Honor Roll.

Plants Only \$1.50

JEAN KEEFER, I. D. (85), LL., 5 ft.

A beautiful rose pink, on good strong erect stems that can be cut up to 3 ft. in length. The flowers average 8 in. in width and 5 inches in depth and continue so until the end of the season. The plant is a clean, tall and prolific bloomer.

Plants \$.50 Roots \$1.00

JEAN TRIMBEE, S. C. (85), ML., 5 to 6 ft.

This variety can be grown to 12 in. Color is a rich, glowing petunia violet, a better description might be a purple Fort Monmouth, but it is a still larger flower than Fort Monmouth. Vigorous habit of growth; stems are very stiff and straight.

Plants \$.50 Roots \$1.00

JEROME KERN, I. D. (85), ML., 5 ft.

A long-petaled, graceful flower with background of shrimp pink with tints of gold and bronze. The reverse of the petals is bright old rose. It is a sturdy grower. The flower has a very impressive show record, winning many times, one of its many prizes being for the best-keeping variety in the show.

Plants \$1.50 Roots \$3.00

JERSEY'S BEAUTY, F. D. (89), ML., 5 to 7 ft.

Honor Roll, beautiful pink, always good.

Roots \$.35

JERSEY'S DAINTY, S. C. (89), ML.

Here is a beauty. A pure white that looks you straight in the face on extra long wiry stems. Profuse bloomer and a garden attraction and cut flower that can't be beat. Won first at the Great Mid-West show as the best bloom regardless of size. Bloom 6 to 8 in. No garden is complete without it.

Plants \$1.50 Roots \$3.00

JERSEY'S MELODY, S. C. (83), ML., 4 ft.

A very lovely semi-cactus dahlia, bright and very aptly named. A basket of this variety created a great deal of comment at the New York Show. Tyrian rose shading to silver on the tips with a silver reverse. A very striking variety on fine stiff stems. Honor Roll. Not as good this year as in 1933.

Roots \$.75

JERSEY TRIUMPH, F. D. (85), LL., 5 to 6 ft.

Copper to salmon bronze. Big, splendid cut flower. Seedling of Jersey Beauty.

Roots \$.75

JOSEPHINE G., S. C. (86), ML., 4 ft.

Honor Roll 1930. Color, true rose pink, petals tipped pinard yellow. Unusual bloom formation attracts everyone. Its fluted petals, vivid coloring, proud upright blooms and splendid habits of growth make it a real addition to any collection. Don't miss it. A general favorite in the garden and showroom.

Plants \$.50 Roots \$.75

●

First Prize MID WEST DAHLIA SHOW

Civic
Auditorium

Sept. 14th-15th
1934

GRAND RAPIDS
MICHIGAN

●

Kemp's White Wonder, exhibited by Zant's Wildwood Gardens, was the largest and most perfect bloom at Grand Rapids.



Extracts from the official report in the Mid-West News:

An exceptionally well grown bloom of Kemp's White Wonder, exhibited by Zant's Wildwood Gardens, Grand Rapids, was the champion of the show as the largest and most perfect bloom. It was estimated there were over 50,000 blooms on display.

Zant's Wildwood Gardens, Grand Rapids, with an enormous display of 625 square feet, was awarded second honors. The main portion of this display was a garden scene, with a blue background dotted with hundreds of silver stars as well as the moon. It was appropriately labeled "Stars of the Dahlia World."

KEMP'S WHITE WONDER, I. D. (93), LL., 5 ft.

The greatest informal decorative white dahlia ever introduced. The white dahlia we have long waited for is here at last. One of the most sensational dahlias introduced in recent years. A veritable giant in size, beautifully finished, bountiful bloomer, strong grower, prolific tuber maker. Bush is a strong vigorous grower, attaining to a height of 5 to 6 feet, is wide spreading, with many branches from the ground up, each terminating with a giant bloom, held erect on stiff cane-like stems. The foliage is very thick, leathery-like, and very resistant to injury from insect attacks. And in addition to all its other good qualities, it is an abundant producer of large tubers, and the greatest number of feeding roots of any dahlia we have ever grown, which insures its permanency as one of the great dahlias for both exhibition and decorative uses. ON THE AMERICAN HOME HONOR ROLL FOR 1932.

Plants \$1.00 Roots \$2.00

JUNE JUSTICE, F. D. (85), LL., 5 to 6 ft.

Rhodamine purple to tyrian rose and it's a beauty. Large blooms that face you on a fine stem. Tough foliage and insect-proof.

Roots \$.75

KARL BONAWITZ, S. C. (85), LL., 5 ft.

Color is a brilliant velvety carmine and has sufficient size, depth, form, color and keeping qualities to hold the popularity it has gained. It comes the nearest to developing a perfect bush without topping or disbudding than any dahlia I know of. It just naturally produces perfectly formed blooms in great profusion on strong, long, erect stems.

Roots \$1.00

KATHLEEN NORRIS, I. D. (86), LL., 4 ft.

This wonderful dahlia was introduced to dahlia lovers five years ago, and is still the most consistent winner on the exhibition table of any of the shows. The greatest pink dahlia for exhibition under cultivation today. Color is a true rose pink, later deepening to a mallow pink, flower very thick. The first two leaves on the straight stiff stems are from 12 to 14 inches from the flower.

Plants \$.50 Roots \$.75

KAWEAH, I. D. (80), LL., 4 to 7 ft.

A new color in dahlias and certainly one of the largest flowers grown. It is rich fuschia deepening towards the center. The bush is a very thrifty grower. This variety is at its best when the nights are cool, as the lower temperature seems to bring out the color in the flower.

Plants \$1.00 Roots \$2.00

KEMP'S VIOLET-WONDER, F. D. (85), LL., 4 ft.

The best violet colored dahlia to date. Flower is perfect, attaining great size and depth.

Roots \$.50

KENTUCKY (85), ML., 5 to 6 ft.

This dahlia has the same ideal characteristics as Jersey Beauty, of which it is a sport, and apparently a stronger grower. Its color is the Jersey's Beauty pink with yellow and gold blended, making it more of a salmon pink. Plants are tall, stems strong and straight. Excellent for cutting.

Roots \$.35

KENTUCKY RED, I. D. (85), ML., 4 to 5 ft.

A vivid scarlet red dahlia that will not burn or fade. The attractive and insect-resisting foliage of this variety adds to its beauty. Stems are upright and strong.

Plants \$.50 Roots \$1.00

KITTY ROGERS (English Dec.), F. D. (86), LL., 5 ft.

Immense size, the petals not being numerous but large, broad and rounded, making up completely circular flowers. Color soft tint of pink on white ground. Should be better known as it's a beauty.

Roots \$.75

LADY MOYRA PONSONBY, I. D. (85), LL., 5 ft.

A wonderful new western introduction which has been giving a good account of itself wherever exhibited. Color is a pure glowing yellow. Stems are strong and stiff and hold the monster blooms erect and facing you. Winner of many medals and a recent Honor Roll variety.

Plants \$1.25 Roots \$2.50

LA FIESTA, I. D. (88), LL., 5 to 6 ft.

(Cordes) Introduced in 1933 and the most unusual formation of any dahlia. It is huge. An informal decorative of butter yellow, penciled red. You can't beat this one in its class.

Plants \$1.00 Roots \$2.00

LAWRENCE TIBBETT, F. D., LL., 5 ft.

A California origination and selected by the world renowned baritone to be named for him. An immense warm glowing peach pink, sold at \$25.00 net per root in 1934 and very scarce and hard to get at that.

Plants Only \$5.00

LITTLE NEMO (Min.) (85), ML.

A red, tipped white, miniature that was a winner at the Grand Rapids show and proved a great favorite with the many visitors in the garden. A few blooms came nearly solid red. A very popular cut flower and a wonderful bloomer, it scored 100% in the garden with most visitors.

Plants \$.50 Roots \$.50

LORD OF AUTUMN

*Four
Monster
Blooms
on
One Bush
at
Zant's
Wildwood
Gardens*



LORD OF AUTUMN, I. D. (94), LL.

(Almy Kemp) 1934. We take much pleasure in calling your attention to this great yellow dahlia, which in our opinion is the most outstanding and sensational dahlia ever introduced, regardless of color. Its rich golden yellow flowers do not bleach or burn, even in the most intense sun heat. The flower, of immense size, can be grown to 13 in. and over in width by 7 to 9 in. in depth, and are held high above the luxuriant foliage on stiff stems. Plant grows to five feet in height, wide spreading and many branched, each branch being crowned by a giant bloom. It is no uncommon thing to see two to five giant blooms on a plant at a time. Continuous bloomer from midseason until cut down by frost. This great dahlia was awarded more first prizes in the classes for the largest and most perfect bloom than any other dahlia shown in the 1934 shows. A good specimen flower of it is simply unbeatable. You cannot afford to overlook this dahlia if you have hopes of winning in the specimen classes next season. We had more requests for clumps of this variety last fall from other growers than all other varieties combined.

Plants Only \$5.00

LOUISE BATES, S. C. (85), ML., 4½ ft.

(Cordes-Eastman) A very spectacular flower of immense size. Grown naturally, the blooms average 8 to 10 in., but if the plant is pruned to four or six canes the flower will increase greatly in size. The color is a beautiful orchid-lavender. A most prolific bloomer and a real exhibition flower. Should be another Amelia Earhart.

Plants \$2.50 Roots \$5.00

MADAM QUEEN, F. D. (85), LL., 5 ft.

If this was named after Andy's lady friend it's rightly named as it's the darkest maroon we had in the garden of four hundred varieties. It's a fine grower, coarse foliage, long stems, but too dark to be popular.

Plants \$.75 Roots \$1.50

MAN O' WAR, I. D. (87), LL., 5 ft.

Was the outstanding dark rich carmine red of the season and one of the best keepers. Winner of the American Home Achievement Medal in 1932 and on 1933 Honor Roll. A favorite of ours.

Plants Only \$3.75

MARDI GRAS (88), LL., 5 to 6 ft.

A very bold flower of the American Beauty red shade. The large blooms are held well above the foliage on long cane-like stems. The bush is a tall rugged grower. Don't pass up this one but watch out for poor stock of this variety. One of the outstanding varieties in our garden last fall. Read Mr. Eldredge's report in the November issue of the Mid West News.

Plants \$.50 Roots \$.75

MARY ELLEN, I. D. (88), ML., 5½ ft.

Described as a seedling of Mrs. I. de Ver Warner, with the same habit of growth, which is a good recommendation. The color is a violet-rose, with considerably more pink than lavender. Flowers attain wonderful exhibition size, and the growth has been far beyond expectation Achievement Medal winner. 12 inch blooms were common.

Plants \$.75 Roots \$1.50

MISS HARRIET HOCTOR (86), LL., 4 to 5 ft.

A new shade of purple. Color chart says true purple. A beautiful flower of good substance.

Roots \$1.00



**KEMP'S
MONMOUTH
QUEEN**



*Mr.
Eldredge's
Favorite*

MONMOUTH QUEEN, F. D. (90), LL.

In this fine dahlia we have a most pleasing color effect, it being a picric yellow in the center of the flowers, with graduation of light primrose to cream yellow rear petals. Flowers are full centered, 10 in. and over across and 4 to 5 in. deep, and are held facing front on long stiff stems above the luxuriant bright green foliage. Plant is a vigorous grower, wide spreading, with many branches and very prolific of large perfect exhibition blooms from early to end of season. Very resistant to injury from insect attacks. Height 5 to 6 ft. Winner in the undisseminated seedling class at Asbury Park and Red Bank 1933 shows. Probably the most popular in our garden. Mr. Eldredge, editor of the Mid West News, selected this variety as the outstanding variety in our garden during the Mid West show. Read his article on page 1 of the November issue.

Plants \$3.00 Roots \$6.00

MONMOUTH GENERAL, I. D. (84), LL., 4 ft.

(Kemp) The predominating color of this dahlia is bright henna, a new color in dahlias. The flowers average 10 to 12 in. across and 4 to 5 in. in depth. It is a full petaled flower of great beauty. The long wavy petals darken at the center to a rich terra cotta. Plant wide spreading and a prolific bloomer.

Plants \$.75 Roots \$1.50

MONMOUTH RADIANCE, I. D. (85), LL., 5 ft.

(Kemp) This variety presents a color combination of light coral pink with a primrose suffusion on the reverse of petals, giving the flower a brilliant coral pink effect on face of petals with deep primrose background that radiates throughout the entire flower. Attains 11 in. by 5 to 6-in. depth, perfect stems, plant tall growing and of great vigor. Achievement medal winner at Camden and Honor Roll of 1933.

Plants \$3.75 Roots \$7.50

MONMOUTH SUNBURST, F. D. (85), LL.

The colors of this beautiful dahlia are brilliant lemon center with salmon orange background, producing a realistic sunburst effect. The flowers face both upward and front on long stiff stems well above the foliage, and reach a maximum size of about 9 inches wide and 7 inches in depth. The plant attains to a height of 4½ to 5 feet, is many branched, and exceedingly prolific of blooms from early to late season. AN HONOR ROLL DAHLIA of much merit. A prime favorite with the many visitors to our gardens last fall.

Plants \$2.50 Roots \$5.00

MONTALVO, I. D. (87), LL., 4 ft.

Golden bronze shading to a deeper bronze at the center. This one can easily be grown to 12 inches in width and to 6 inches in depth with ordinary care, and with stems that will hold this massive flower erect.

Plants \$.50 Roots \$.75

MRS. DR. JOHN PETTY, F. D. (85), ML., 4 to 5 ft.

This is one of the outstanding dahlias of the year. Color is a combination of copper and yellow with reverse of red. The immense blossoms are held perfectly erect on long stems high above the foliage and are free flowering. Grown without disbudding. Not a new one but it certainly was great in 1934 and we sold a lot of it in the garden.

Plants \$.50 Roots \$1.00

MRS. LOUIS F. HYDE, I. D. (87)

Deep watermelon pink. This variety was outstanding in our garden during the past season. Blooms are large and held high above the foliage.

Roots \$.75

MURPHY'S MASTERPIECE, I. D. (87), LL., 4 to 5 ft.

Immense dark red that takes its place as one of the outstanding exhibition varieties of all time. It was more in evidence than any other variety at the fall shows last year. There seems to be no limit to the size that this great dahlia can be grown. Stem and growth are all that can be desired.

Plants \$2.50 Roots \$5.00

MYRA HOWARD, I. D. (85), ML., 5 ft.

The color of this marvelous dahlia is a glowing combination of saffron yellow and gold with tints of salmon. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems.

Plants \$1.00 Roots \$2.00

NANCY REDFERN, S. C. (85), ML., 4 ft.

The color of this gorgeous dahlia is a clear bright pink with very long petals that incurve at the edge of flower, shading to a dark watermelon pink at the center. A flower that not only has size but great depth. Good stems and a clean grower. On the Honor Roll.

Roots \$1.00

NEW GLORY, S. C. (85), LL., 5 to 6 ft.

Ox-blood red, tipped white. This is a very striking dahlia with the petals always tipped. Attracts immediate attention both in the garden and in the show room. The bloom is large, stems good and the general habit of growth is fine. We had 10-in. blooms in quantity and only had one solid red bloom all season from fifty-four bushes. A general favorite, don't pass it up.

Plants \$.50 Roots \$1.00

OMAR KHAYYAM, F. D. (88), LL., 5 ft.

A much admired giant. Color, a Chinese red at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. The flowers which can easily be grown over 10 inches in width are held erect facing sideways, well above the foliage on cane-like stems that can be cut from 4 to 6 feet in length. This variety has won many prizes and is good as a cut or exhibition flower.

Plants \$.50 Roots \$.75

ORIENTAL BEAUTY, S. C. (85), SL., 4 to 5 ft.

A clear, true bright tyrian pink. Stems and habit of growth are perfect but a poor root maker.

Plants \$.50 Roots \$.75

ORIENTAL GLORY, I. D. (85), LL., 5 ft.

One of Indiana's finest introductions. A brilliant deep orange of irresistible beauty. Fine plants, insect resisting. Winner at World's Fair, Achievement Medal at Indiana show and on 1933 Honor Roll.

Plants \$3.75 Roots \$7.50

ORINDA (89), LL., 6 to 7 ft.

The tallest, most vigorous bushes, longest stems, and one of the largest flowers. The color is rosolane purple, one shade deeper than Mrs. I. de Ver Warner. A great favorite of all visitors. On Roll of Honor. A well grown Orinda bloom is hard to beat in its color and I am sure a lot of our customers will agree.

Plants \$.50 Roots \$1.00

PALO ALTO, S. C. (90), LL., 5 to 7 ft.

Salmon in two tones — bright pinkish salmon throughout the flower but shading quite perceptibly to a sort of salmon gold at the center. Color is positive and clear both in and out of doors; size conservatively 10 to 12 inches across by 6 inches deep; moderate Semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed; blooms freely both early and late; good substance and so lasts well when cut. Winner of the Achievement Medal at Detroit, 1933, and dozens of first prizes throughout the country. A nearly perfect dahlia.

Plants \$2.50 Roots \$5.00

PRINCE OF PANTOPS, I. D. (85), LL., 4 ft.

An unusually pleasing ruffled variety from Dr. Scott's Hillcrest Gardens. The blooms are very artistic — the petals twist and curl. The color is orange-peel and the blooms are held on perfect stems. A prolific bloomer and the bush is strong, healthy and insect resisting like all Hillcrest varieties.

Plants \$.50 Roots \$1.00

PRINCE OF PERSIA, F. D. (90), LL., 5 to 6 ft.

One of the 1931 introductions of California that made good. The immense blooms, frequently 12 in., are of the deepest, glowing crimson, with an even darker iridescent sheen, giving the flower the appearance of velvet. Plants very robust, dark foliage, stems long, stiff and straight, hold the bloom well out of the foliage. This red attracts as much attention in the garden as any of the new ones regardless of the price.

Plants \$.50 Roots \$.75

RAINBOW'S END, I. D. (85), LL., 5 ft.

(Bissell) A large scarlet strongly shaded Strontium yellow and with yellow petaloids. A strong, sturdy variety, early flowering and insect resisting to a good degree. Free branching with long stems. It won first at Akron in the three bloom undisseminated class.

Plants \$1.75 Roots \$3.75

ROBERT EMMETT, I. D. (80), ML., 4 ft.

(Dahliadel) A new and very pleasing shade of red. A glowing red that does not fade with excellent heavy, dark foliage. 6 to 8-in. bloom. This variety did not come up to expectations with us. We used a cut of it in color on our 1934 catalog cover, but it did not seem to like the heat. We'll give it another trial.

Plants \$2.50 Roots \$5.00

ROSE ELLEN VARBLE, H. C. (86), ML., 4 to 5 ft.

A beautiful old rose and coral pink, long stems, coarse insect-proof foliage, scarce.

Plants \$.75 Roots \$1.50

RUBY TAYLOR, I. D. (88), LL., 5 to 6 ft.

A prize winner from the Pacific coast which has met with instant approval wherever grown. The color is carmine and the large deep blooms are supported by perfect, long, stiff stems. We consider this variety one of the finest we grow. Awarded a Certificate at Storr's in 1932.

Plants \$1.50 Roots \$3.00

RUDY VALLEE, S. C. (85), LL., 4 to 5 ft.

One of the most beautiful of recent introductions. Color, grenadine orange-red. Blooms are large of good depth, full centered and are held erect on long, stiff stems. Plant is a strong, vigorous grower. A splendid variety in every respect.

Plants \$.50 Roots \$1.00

SAGAMORE PRINCE, F. D. (83), ML., 4 ft.

Beautiful velvety petals of carmine blending with rose red, that twist to show the reverse, giving a two-tone effect. A truly beautiful flower and a free bloomer.

Roots \$.50

Pueblo, Colo.

Dahlia plants received about 10:00 a. m. today. Was a real pleasure to open the boxes; they are the best plants I have seen for a long time. Were in perfect condition and expect some good blooms in a short time. Hoping to send you an order next season and thanking you for your attention this year, I am,

Sunshine Dahlia Gardens, M. R. Walters.

SALMON SUPREME, F. D. (88), LL., 5 to 6 ft.

A seedling of Jersey Beauty with a new color and form. A glistening salmon orange with shades of pink. The large blooms are held well above the foliage of the prolific flowering bush which is of vigorous growth and best of stems. Extra good cut flower.

Roots \$.75

SATAN, S. C. (93), LL., 6 ft.

Here is one that should be in every garden. Color a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The blooms regularly measure from 10 to 12 inches in diameter and 6 inches in depth, and the long horn-like petals so perfectly rolled and incurved give rare form and character to a flower of unusual brilliancy. The rugged almost leafless stems give the impression of being nearly as thick at the top as at the base. Large, fine blooms which last a long time when cut, as well as on the bush, and will continue to bloom to the very end of the season. The bush is a strong, healthy, vigorous grower with leather insect resistant foliage. This was the outstanding dahlia of the past season and was a winner everywhere it was shown. It won for us at Detroit and was the outstanding variety in our exhibition garden. A 36-in. porcelain vase of 12 blooms on 5-ft. stems we showed in our exhibit at the Mid West show certainly attracted the crowds.

Plants \$1.00 Roots \$2.00

SHAHRAZAD, I. D. (85), LL., 5 ft.

Described as the pink Jane Cowl. Clear pink. Honor Roll '31, a beauty, good keeper.

Plants \$.50 Roots \$1.00

SONNY BOY, I. D. (85), LL., 5 ft.

A monster old rose slightly striped and tinged old gold dahlia that made an excellent record the past year, winning in all the major shows where exhibited. It grows 11 in. across and 8 in. deep and sometimes larger in the open field without fertilizer or irrigation. It is a hardy variety, insect resisting and makes a good bush of medium height; is a very prolific bloomer; flower stems good.

Plants Only \$2.50

SPOTLIGHT, I. D., LL.

(Hulin) New informal decorative of clear sulphur yellow, lighter at tips; blooms 10 to 12 in. and 6 in. deep; tight centers; long rigid stems. Winner of American Home Achievement Medal and three firsts. Did not do so well for us, but I saw some good blooms of it on some of our visits to other gardens in Ohio.

Plants Only \$3.75

STAR OF BETHLEHEM, S. C. (84), ML.

Large pure white, with starlike petals, a prize winner.

Roots \$.50

STRONGHEART, F. D. (83), LL., 6 ft.

An artistically formed dahlia of good size and perfect stems. Color is a beautiful light cadmium shaded apricot. Certified at Storr's. Foliage is insect resistant. A very handsome and useful flower as well as an exhibition favorite. Did not do well until cool weather in September in 1934.

Plants \$1.00 Roots \$2.00

SULTAN OF HILLCREST, F. D. (87), LL., 4 ft.

The color is Strontian yellow with sunrise yellow reverse, extra large 12 to 14 inch blooms on long stiff stems. Scored 85 at Storrs in 1933 and is on the 1933 Honor Roll. We like it the best of all the Hillcrest varieties with the exception of their new Honor Roll variety, Hillcrest Nugget.

Plants \$3.75 Roots \$7.50

THE COMMODORE, I. D. (85), LL., 3 ft.

One of the largest and most spectacular dahlias ever introduced. A brilliant lemon yellow. Blooms up to 14 in. across. Highly recommended.

Roots \$.50

THE FIREMAN, I. D. (86), LL., 5 ft.

A striking cardinal red with golden flushes and golden tips at center of flower. Certified at Storr's in '33 and won the American Home Achievement Medal at Boston. This variety was striking in the New York Botanical Gardens. On Hart's Honor Roll and we highly recommend it.

Plants Only \$3.75

THOMAS A. EDISON, F. D. (86), LL., 4 ft.

A gorgeous royal purple dahlia with the sheen of velvet. Named in honor of the electrical wizard with his permission. The flower is of staghorn formation which adds greatly to its beauty, free flowering with perfect stems. Dark green insect-resisting foliage. Should be in every garden.

Plants \$.50 Roots \$.75

WASHINGTON GIANT, I. D. (88), LL., 5 to 6 ft.

(Lee) Here is a real lavender in a finely formed flower. The blooms are streaked with silver showing silver petaloids in the center. Very large on extra good stems. On the Honor Roll, 1933.

Plants \$2.50 Roots \$5.00

WATCHUNG SUNRISE, I. D. (84)

This is a very spectacular dahlia, and when grown right is very hard to beat. The petals are long and somewhat twisted, color is golden amber, with a rose pink showing on the reverse of petals, each petal edged rose pink. A massive deep flower, held erect on cane-like stems.

Roots \$.75

W. H. T., F. D. (87), LL., 5 to 6 ft.

One of the outstanding dahlias at the A. D. S. Show in 1930, an unusual shade of old rose, very large exhibition flowers produced on very strong, straight stems. Foliage dark green and insect-resisting. Very fine for exhibition. One of the most popular in our garden.

Roots \$.50

ZANT'S NO. 2160, F. D.

Our own seedling and one of the best selling cut flowers we grow. The color of a perfect sunset, the outer petals are a purplish mauve or lavender changing to light pink and cream in the center. A great bloomer. Stems from 12 to 24 in. and longer with disbudding. Size of flower, 6 to 8 in., just right for florists' use. Height, 4 ft.

Roots \$5.00

OUR BEST CUT FLOWERS

We sell hundreds of Dahlia cut flowers in season and being on a state trunk line, tourists from all over the country pass our gardens, all prospects, as many of them never knew Dahlias grew this large or that there were so many different varieties. We find the following varieties popular with these visitors and also the local florist trade: Buckeye Bride, Jane Cowl, Kentucky, Jersey's Triumph and Beauty, Air Mail, Apricot Glow, Cloudland Gem, Elinor Radell, Indiana Moon, Jersey's Dainty, Josephine G., Little Nemo, New Glory, Ruby Taylor, Monmouth Queen, Washington Giant, W. H. T., and every dozen blooms we sell contains at least six Jane Cowl. They want it and it's hard to beat. We could have sold every bloom on the Imported Cactus varieties, especially to the florist shops. I believe they will prove to be what the florists have been looking for and we intend to add to our varieties.

We cut these in quantity for a high class retail trade. Try these and you will make enough during the late summer and fall to buy the new varieties the next spring. We invite you to visit our gardens next fall during blooming time. See the latest Honor Roll varieties in bloom. Also

The Future Roll of Honor

as Zant's Wildwood Gardens are the Michigan trial grounds for the best Seedlings of

Mr. J. A. Kemp

who has probably had more of his originations on Mr. Hart's Roll of Honor than any other grower in America.

Such sterling varieties as Kemp's White Wonder, Monmouth Radiance, Monmouth Queen, Monmouth Sunburst, Monmouth Champion and this year's wonder which we grew as a seedling under No. 3-32. Hundreds of visiting growers wanted to know what the price would be, what it would be named and "When can I get it?" Well, you can get it this year but it's scarce.

It's called Daddy Kemp

Plants \$5.00

Roots \$10.00

Visit us this year as Mr. Kemp has promised us plants of some very outstanding Dahlias and all grown from his own seed.

DAHLIA SEED

Wonderful Dahlias may be grown from seed and they will bloom the first season, making as large plants and roots as if grown from bulbs. Bear in mind that each seedling will be a new variety. This makes it the most fascinating part of growing Dahlias.

Package of 25 seeds, \$1.25, prepaid.

GREEN DAHLIA PLANTS

Our clumps are tagged for Propagating in the field. We select those that grow the fastest, have the best stems and the largest blooms, and that continue to throw large perfect blooms until frost. This is done throughout the entire season with all the varieties that we expect to grow plants of. At digging time these tagged clumps are stored



An actual photograph of a clump of Kemp's White Wonder measuring 16 inches across, grown from a green plant. This proves what we claim for Zant's plants.

in a separate place kept at a uniform temperature of about 40 degrees until about January 10th, when we bench them.

We allow the clumps to remain in the ground ten days after frost to store up additional food and it took us just three weeks to harvest the crop of roots, with three experienced men to do the digging.

Our Roots and Plants are your best investment for 1935.

STATE AND FEDERAL INSPECTED

Our Dahlias are State inspected during the growing season, and have been found to be absolutely free from any disease. Last fall reports had the following notation: "A Wonderful Planting of Dahlias. All in Good Order."

All shipments carry a copy of the Michigan Dept. of Agriculture Inspection Certificate. For the states that require a Federal Inspection, all shipments will also carry a tag showing the Roots or Plants were examined by an inspector of the U. S. Dept. of Agriculture, who is stationed in Grand Rapids during the Dahlia shipping season.

FROM A TEXAS VISITOR

Dear Mr. Zant:

The roots and clumps ordered from you last week arrived in fine shape yesterday. They are a fine, healthy lot. Of course I should expect them to be like this, after viewing your garden while Mrs. Thomas and I were at the Grand Rapids show. Your garden was a sight for us that September morning; we are still telling our friends of the thrill it gave us. We are also expecting a fine crop of blooms from the roots.

GATES THOMAS.

San Marcos, Texas.
December 6, 1935.

Mr. and Mrs. Thomas had the distinction of coming the farthest distance to the great Mid-West Dahlia Show last fall.

Just a Few of Hundreds of Letters of Appreciation

—and our best advertisement. We have them from nearly every State from Massachusetts to California and from Minnesota to Oklahoma and Texas, so no matter where you live we know you'll have success with Michigan Grown Dahlias, but we suggest you try Zant's. Zant's plants and roots have the benefit of our tested soil, scientifically fertilized with a balance ration, our own formula rich in potash, that we have proved just right after dozens of trials with different formulas. Ask those who have our stock or have seen our gardens — or read these letters of appreciation.

New Kensington, Pa.

Shipment of G. P. received today all in the best of conditions. The first prize that you favored me with received last week also in first class shape. Were I to name you, according to my experience it would be "Prince John." You certainly sent me a wonderful collection of green plants and roots and have been most liberal and I appreciate the fact, and the plants will get intelligent and considerate care and if we have any season at all, we ought to have some wonderful colors and blooms.

A. G. Opinsky.

Belleville, Ill.

Enclosed find photos of my Zant's Dahlias. It shows the remarkable vigor and pep of Zant's Dahlia roots. It sure is remarkable how these plants grew after or during the hottest and driest summer we have ever had. I want to enter these in your Dahlia photo contest as per announcement in your 1934 catalog. The tallest of these plants is 11½ feet. Am enclosing a newspaper clipping and it says they were 10½ feet high, but they grew about a foot after that yet. Please send me your 1935 catalog when it is off the press. Sure was more than pleased with roots bought from you.

Respectfully,

W. F. Reime.

Attica, Ind.

Enclosed are a few pictures of some of my Dahlias. I bought Lot GP-1. This is a green plant collection. Satan attracted more attention than any of them. The picture shows my daughter, who is 5 feet 6 inches tall. At the time this picture was taken there were 13 large blooms. I am certainly pleased with your plants. They yielded a large number of tubers. I hope to be able to buy another order of plants in the spring.

Mrs. E. S.

Ramsey, N. J.

Dahlia roots arrived yesterday and from past experience expected to see **something good** and was **not** disappointed. Many thanks for the extra.

Jos. S. R.

Kirkwood, Mo.

Plants arrived in perfect condition Saturday, May 12, 10 a. m., and at this writing have been in ground a week and doing nicely. If this is a sample of your stock, put me on your permanent customer list. I'll be looking for your price list the first of next year. Thanks for extra Indiana Moon.

F. W. B.

Omaha, Neb.

I received my plants the 15th of May which you shipped the 14th and they were just as nice as if I had gone to your greenhouse for them, and I wish to thank you for the extra plant. It's my first order to you and I'm sure pleased.

Chas. F. B.

Oct. 15, 1934.
Ludlow, Mass.

The plants and roots I got from you this spring were the largest and most beautiful Dahlias I have ever seen. Had some blossoms 10, 12 and 14 inches across. They took everything at the Garden Club Show. I took eight prizes and a special one for the best flowers at show. The Springfield Union sent a man to take a picture. It speaks for itself. I enclose it. It is Orinda. I have had people from all over Western Massachusetts and elsewhere and they all say they are the best and largest Dahlias they ever saw. They all wanted to buy roots from me. I told them to get them from John Zant as I did. This is the first time I ever tried to grow them. Thanking you for your wonderful roots and plants. I give them all the credit as I never grew a Dahlia before.

A. G.

LATER

Nov. 7, 1934.

The plants made the most wonderful roots I ever saw. Was more than pleased with them.

Ann Graham.

San Bernardino, Calif.

The Dahlia plants arrived May 12th and were in very good condition. They are all doing fine and are now showing new growth, and I am very pleased with them. We had some very hot weather just prior to the day they were received, the three days before all being over 100 degrees. As I had no other alternative they were set out in this weather, but they all came through very nicely. I thank you very much for the extras, and appreciate having these newer Dahlias in my garden.

R. E. S.

Chicago, Ill.

I have been growing Dahlias for five years and had the experience of buying from different nurseries. This year I purchased Dahlias from you and it is my desire to see that you receive the proper thanks for the Dahlias you sent me. They gave me complete satisfaction. I am sending you a snapshot of "Prince of Pantops." This snapshot will show you more in one picture than I can tell you in words.

V. P.

Anderson, Ind.

The Dahlia plants I ordered from you arrived O. K. and must say that they are very fine plants. I set them out during the hot weather which we had and they never showed any signs of wilting the least bit. I also received some plants from a grower in Ohio about the same time and your plants were by far the best. After seeing the difference in the plants I am convinced there is a big difference in how they are grown. Hoping that we will have further business relations along the Dahlia line.

Elmer E. S.

Bangor, Maine.

Our Dahlia plants arrived in excellent condition. Your method of packing is the best I have ever seen.

Elm Crest Dahlia Gardens.

Cornwallis, W. Va.

I received the Dahlia plants in good condition. They are by far the best of any I have ever received.

C. G. R.

San Jose, Costa Rica.

The Dahlia roots that you sent me last April have grown beautifully and I have the largest flowers that have ever been seen in this country. Evidently conditions here are very suitable for Dahlia culture. Very truly yours,

M. A. M.

ILLINOIS BELL TELEPHONE COMPANY

General Offices
212 West Washington Street
CHICAGO

January 17, 1935

Mr. John Zant,
Wildwood Gardens,
Grand Rapids, Michigan.

Dear Mr. Zant:

Just a few lines to let you know how much I enjoyed meeting you at the Dahlia Show in Grand Rapids. While the show was very well arranged and the exhibits were beautiful, I experienced a far greater thrill in visiting your Wildwood Gardens where one can see so many varieties of dahlias in bloom and get a better idea of the characteristics of the plants and flowers.

Kindly remember me to Mrs. Zant and your family and be sure to drop in and see me any time that you are in Chicago.

Yours very truly,

JOHN A. GRANT

JAG:VS

266 Harbor, Glencoe, Illinois

SEND US A PHOTOGRAPH

of your own garden of Zant's Blue Ribbon Dahlias when they bloom next fall. We are offering \$25.00 in Roots as prizes for the three best photographs received by December 1st, 1935. First Prize, \$15.00; Second Prize, \$7.50; Third Prize, \$2.50. Prize winners will be reproduced in Zant's 1935 Book of Dahlias.

FREE Roots and Plants

When you have made out your order you may select extras of your own choice:

On orders from \$ 5.00 to \$10.00.....	10% extra
On orders from \$10.00 to \$25.00.....	15% extra
On orders from \$25.00 to \$50.00.....	20% extra
On orders over \$50.00	25% extra

Does not apply on Special Lots or any Bargain Offers and cannot be taken as a Cash Discount.

This offer void after April 30th, 1935.

Note: Get your friends and neighbors to group their orders and include them with your own, thus getting the benefit of the larger discount in extras of your own choosing.

SPECIAL ROOT BARGAIN

Lot 8

12 Roots all Labelled, all different. Our selection.
Guaranteed Value, \$6.00 for \$2.50, Postpaid.

Lot 9

12 Roots all Labelled, all different. Our selection.
Guaranteed Value, \$12.00 for \$4.95, Prepaid.

ROLL OF HONOR

Green Plant Collections. No Changes Allowed.

<p>Lot GP-1 Plants \$5.00 Net Postpaid</p> <p>Blue Train Eagle Rock Fantasy Elinor Radell Kemp's Golden Heart Hillcrest Sunset Kemp's White Wonder Madam Queen Jersey's Dainty</p> <p>An \$8.75 Value</p> <p>This collection was listed separately in the 1934 catalog at \$22.00. Now only \$5.00 net.</p>	<p>Lot GP-3 Plants \$5.00 Net Postpaid</p> <p>Amelia Earhart Elinor Radell Eagle Rock Superba Golden Eclipse Hillcrest Mandarin</p> <p>An \$8.50 Value</p>	<p>Lot GP-7 — Your choice of any 5 Plants, \$15.00</p> <p>Lawrence Tibbett Elinor Roosevelt Elissi Landi Monmouth Radiance Buckeye King Oriental Glory Grandee Lord of Autumn Louise Bates Man O'War The Fireman Sultan of Hillcrest</p> <p>All 12 Plants for \$28.80 Postpaid</p>
<p>Lot GP-2 Plants \$5.00 Net Postpaid</p> <p>Hillcrest Fluffy Ruffles Hillcrest Big Boy Hillcrest Mandarin Hillcrest Royalist Hillcrest Sunset Hillcrest Swiss Rose Girl of Hillcrest</p> <p>An \$8.00 Value</p>	<p>Lot GP-6 — Your choice of any 6 Plants, \$9.00 Postpaid</p> <p>Monmouth Sunburst Ruby Taylor Rainbows End Arcturus Cameo Washington Giant Palo Alto Golden Eclipse Robert Emmet Monmouth Queen Jerome Kern Hillcrest Fluffy Ruffles</p> <p>All 12 Plants for \$16.50 Postpaid</p>	<p>Special Root Collection</p> <p>Your choice of any 4 Roots Postpaid for \$2.50 Net</p> <p>Achievement Full Moon June Justice Lavender Princess Alice Stellick Girl of Hillcrest Karl Bonawitz Omar Khayyam Blanche Kenny Indiana Moon Kentucky Red Wachung Sunrise</p>

OUR SURPRISE PACKAGE

10 Roots for \$2.50 — Prepaid

Every year we have a certain amount of clumps that in the hurry of digging, are found without labels. They may be the highest priced varieties we have, but they are all laid aside and together with tubers mixed in dividing, are put in a bin. From this lot we put up this collection. You may find that you have a single tuber worth double what you paid for the whole lot. As we grow no varieties valued less than 50c per root, you are assured of a value, at least double the price of this connection.

We have also included in this lot a number of varieties we have discontinued growing in order to make room for the newer Honor Roll varieties. These will all be correctly labelled and put in the surprise package. We guarantee at least one half of each collection will be labelled.

Two Collections — 20 Roots — \$4.50 Postpaid

ZANT'S WILDWOOD GARDENS

Michigan's Finest Dahlia Farm

Grand Rapids, Michigan, U. S. A.

Date _____

Ship to (Name)_____

PRINT OR WRITE PLAINLY

Street _____ P. O. Box _____ R. D. _____

Post Office _____ State _____

County_____ Shipping Date_____ Amount Enclosed_____

Include 25 cents extra for Special Delivery on Green Plants or 15 cents for Special Handling. We pay all regular postage.

We guarantee all Roots and Plants to be true to name. We guarantee safe delivery on Roots, and on Plants also, provided money is enclosed with order for Special Handling or Special Delivery (see above). Any Root that does not show an eye in three weeks may be returned and we will replace at once, but we do not hold ourselves responsible for the growth of any Root or Plant in your garden.

[illegible]

SUBSTITUTION—Sometimes an extra heavy demand will exhaust our supply of that variety; especially in the late Spring. Should that happen, may we substitute with a higher priced variety of the same general color and shading? _____

(over)

GENERAL INFORMATION

PLEASE READ CAREFULLY

There always has been and always will be a limited number of failures in every line of gardening, and most of it is due to causes beyond our control, such as soil conditions, too deep or too shallow planting, lack of proper cultivation, unfavorable weather, no rain at the proper time, or too much at one time, sucking and chewing insects not controlled by intelligent spraying. These conditions make it impossible to absolutely guarantee you success, but we do guarantee to fill your order with sound, healthy tubers and well grown plants, and to deliver them to you in growing condition. With each order we send plain printed instructions which should guide you to success.

Our Guarantee — We guarantee every root or plant sent out to be true to name and color, also to be in growing condition when received, after which our responsibility ceases. Any root that fails to start within three weeks after planting will be replaced free upon its return to us.

IMPORTANT

NOTICE ON GREEN PLANT SHIPMENTS. Plants will be shipped from May 1st to June 15th, but cannot be sent C. O. D., as this causes delay. When roots and plants are ordered together, roots will be held and shipped with the plants unless otherwise specified. 25c must be included with all plant orders to cover special delivery except where there is no special delivery service at post office of destination; in which case, send 15c for special handling. We pay all regular postage. We do not guarantee safe delivery unless plants are shipped as above.

ORDER EARLY. By so doing you will be assured of getting all of the dahlias wanted, as the demand for some varieties exceeds the supply.

TIME OF SHIPMENT. Unless ordered otherwise roots will be shipped between April 15th and May 31st by parcel post or express.

WARNING. Do not send cash by mail unless you have it registered.

TERMS. Remittance may be made in the most convenient way when sent with order. Or if desired, 25% when order is placed; balance to be paid at time set by you for shipment of stock.

MINIMUM ORDER. On all orders less than \$2.00 add 15c for postage. All orders \$2.00 and up delivered prepaid.

ALL ORDERS are acknowledged the day received. Keep a copy of your order. Write name and address plainly.

REFERENCE: We refer you to the Old Kent Bank of Grand Rapids as to our responsibility.

Mid West Dahlia News Special

To get every Dahlia fan acquainted with this interesting magazine devoted to the culture of your flower, we are making this offer while our stock lasts. A root each of

Indiana Moon	\$1.00	Kentucky Red	\$1.00
New Glory	1.00	Kemp's White Wonder	2.00

A Catalog Value of \$5.00 Delivered Postpaid for \$3.50

and include free a year's subscription to this rapid growing magazine, that truly represents the fastest growing Dahlia Section in America, and Michigan, the Great Dahlia Supply Market. Regular subscription rate is \$1.00 per year. Remember, this offer is limited.



A Contest Photo Showing the Vigor of
ZANT'S Roots and Plants

We don't grow them this way ourselves as we grow from 4 to 8 stalks by taking the center out when plants are from 8 to 12 inches high. The only way to get long stems and mammoth blooms.

This photo received honorable mention in our contest. Sent in by Mr. W. F. Reime, Belleville, Ill., way down in southwestern Illinois, and that country was hot and dry in 1934.

See Mr. Reime's letter on page 29. Award same as 3rd prize.

Do You Like Zant's Dahlia Book for 1935?

In preparing this 1935 edition of our catalog we have tried to present more than just a list of varieties and prices. We believe our Dahlia friends appreciate accurate detailed descriptions, attractively arranged, and easy to read. All this labor and expense are justified if the readers find the book useful. Write us how you like the book, also offering any suggestions for improvement in style or size. As a token of our appreciation we will award a Root, Sultan of Hillcrest, value \$7.50, for the best letter received by May 15th, 1935.

Winner in 1934 was A. G. Opinsky, New Kensington, Pa.

Member
AMERICAN DAHLIA SOCIETY
DAHLIA SOCIETY OF MICHIGAN
CENTRAL STATES DAHLIA SOCIETY
